



Presenting a business case to your employer

If you are planning on approaching your employer to sponsor or contribute towards the cost of your studies you will need to be prepared to justify your company's return on investment. You can use this document to create a proposal to answer the questions they may raise. You will need to demonstrate that the benefits outweigh the costs and show;

- How what you will learn can immediately influence your current role
- The long term benefits that the qualification will have on your career within the company
- A summary of your research on this specific qualification and why it's the best option

Studying demonstrates to your employer that;

- You have motivation, self-discipline and can manage your time effectively
- You have the ability to organise and prioritise
- You are an independent thinker
- You are able to work with different people at different levels
- You are improving your writing and presentation skills
- You have the ability to critically analyse issues and situations.

Once you have gained your qualification;

- Your new skills will make you more productive within your role.
- You will be able to take on additional assignments within the organisation.
- You will be able to become a leader and effective manager in the workplace.

Possible employer objections to your study;

Objection: Your studies will take time away from work.

A CIPD Qualification with Busec can be completed in your free time and will give you skills to help you do better work for the organisation

Objection: Paying your fees will be expensive for the company.

Actually, paying your fees may cost less than hiring a new employee with the qualification you are working on and training the new employee.